

# IMPACT OF SPIRITUAL INTELLIGENCE ON QUALITY OF LIFE AMONG PRIVATE SECTOR EMPLOYEES

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## ABSTRACT

*Spiritual intelligence is a dimension of spiritual health, which facilitates human adaptation to his/her environment. Since beliefs, culture and spiritual commitments can be associated with positive outcomes such as physical and psychological health, satisfaction with life, favorable interpersonal performance and better quality of life, the present study was conducted to measure the impact of spiritual intelligence on quality of life among employees of Kantar IMRB and McCann Erickson. A total of 106 employees; 56 males and 50 female employees were part of the sample and non probability convenience sampling technique was used in the study. 59% of the subjects were falling in the age bracket of 21-30 years. All the subjects were assessed on a standardized questionnaire to analyze the spiritual intelligence and quality of life of the sample. Descriptive analysis of the data was done to obtain Mean and Standard Deviation. Simple Linear Regression was used to find out the impact of spiritual intelligence on quality of life and Independent sample t-test was used to find out the significant difference between the difference between selected employees of Kantar IMRB & McCann Erickson with respect to Spiritual Intelligence and Quality of Life. The findings of the study revealed Spiritual intelligence impacts Quality of Life and there is a significant difference in level of Spiritual Intelligence and Quality of Life based on employees of Kantar IMRB and McCann Erickson.*

**Keywords:** *Kantar IMR, McCann Erickson, Quality of Life, Spiritual Intelligence.*

## INTRODUCTION

Every human being dreams of leading a happy and soulful life. In the process of improving the quality of his life, circumstances compel him to conquer wealth. People's belief that materialistic possessions alone can bring happiness in one's life is a myth. The world is now changing, people are now moving towards spirituality in varying degrees. A person can lead a satisfied life only by creating parity between materialism and spirituality.

### Spiritual Intelligence (SQ)

Spiritual Intelligence is the relationship one has with one's self, living purposefully, the feeling or connectivity and experience of realizing the presence of a higher power. It is the central and most fundamental of all the intelligences, because it becomes the source of guidance for the others. It is the expression of innate spiritual qualities through your thoughts, actions and attitude.

A man with high SQ not only responds appropriately in a particular situation or circumstance, but he also analyses as to why he is in that situation and how can better that situation. High SQ enables a person to operate beyond the boundaries. Zohar, Danah (2000) believes that "SQ gives us the ability to discriminate, it gives us our moral sense, an ability to temper rigid rules with understanding and compassion and an equal ability to see when compassion and understanding have their limits".

Brewer, Mark (2008) states that "the spiritual intelligence is available to everyone-yet only a handful of people ever take advantage of it.

Zohar and Marshall (1997) defined spiritual intelligence as to identify the life as 'meaning', 'purpose' and 'values' that connects the meaning of peoples' activities and intellectual capabilities that deals with the question of human existence.

Noble (2000) mentioned that individual spiritual intelligence is an inborn capability that helps people for psychological growth. A matured and psychologically sound person can become a best asset for any organization. For this reason, it is necessary to understand the contribution of spiritual intelligence on individual behaviour in the workplace setting which can contribute a greater knowledge in the fields of management and psychology.

### Quality of Life (QoL)

The term is used in a wide range of contexts. Quality of life should not be confused with the concept of standard of living, which is based primarily on income. Instead, standard indicators of the quality of life include not only wealth and employment, but also the built environment, physical and mental health, education, recreation and leisure time, and social belonging.

Quality of Life (QoL) is relatively a newer concept in the field of Organizational Behaviour (OB). It is yet to receive due care

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and attention. QoL is a difficult area to define, as it is impacted by a number of factors which themselves may be ill-defined, inter-related and to some extent overlapping and interdependent. Also QoL means degree of excellence of one's life that contributes to benefit to the person himself and the society at large.

QoL can be classified into two aspects and both these aspects directly or indirectly affect the QoL of a person

- (a) Satisfactory conditions include factors such as Group cohesiveness, sharing of each other's experiences and problems, Helping attitude, Absence of conflict among members or type of relationship, Absence of mental and physical illness.
- (b) Satisfying conditions include factors such as Aasense of belongingness, presence of positive attitude, subjective feelings of physical, mental, psychological, social and spiritual well-being, absence of unhappy experiences.

## LITERATURE REVIEW

Maja, & Mumel (2016) investigated the relationship between spiritual intelligence and work satisfaction among both leaders and employees. The results of the research showed a significant positive relationship between employees' spiritual intelligence and work satisfaction, which is inconsistent with some of the previous literature that found employees' spiritual intelligence and work satisfaction are not significantly correlated. It is concluded that comparing the spiritual intelligence of leaders and employees, it was found that the level of leaders' self-reported spiritual intelligence is significantly higher than that of employees.

Mufti (2016) aimed to find out the relationship between spiritual intelligence and professional quality of life among the teachers and administrative staff of University of Gujarat. Convenient Sampling technique was used to select 150 professionals (teachers and administration staff) of University of Gujrat. Instruments used for data collection were the Spiritual Intelligence Self-Report Inventory (SISRI-24) by King (2009) and Professional Quality of Life Scale (ProQOL) by Stamm (2009). The study revealed that there is a highly significant correlation between spiritual intelligence and professional quality of life among the teachers and administrative staff of University of Gujrat.

Anwar & Ghani (2015) conducted the study to understand the relationship of spiritual intelligence and its sub constructs on employee citizenship behavior among the employees who are working in manufacturing and service organization in Malaysia. Multiple regression analyses revealed that employee spiritual intelligence plays an important role for generating citizenship behaviour among employees. Study concluded that there are two important dimensions namely critical existential thinking and transcendental awareness of spiritual intelligence, which are having great effect on organizational citizenship behaviour.

Ahuja & Ahuja (2015) theoretically explained the concepts of Emotional Intelligence, Spiritual Intelligence and Quality of Life. Employing spiritual intelligence is one's capability to differentiate between 'right' and 'not right' in the given structure of a society or any situation, heeding to inner voice. SQ is the integral and most important of all the intelligences, because it becomes the source of guidance for others, being an integrating intelligence, linking our rational and emotional intelligences. Quality of life (QoL) is versioned differently by different individuals, depending on their ideal system. The author concluded by saying that S.Q gives the capacity to understand the meaning, vision & value of life. It permits us to dream & do one's best.

Seyed & Dehghani (2014) conducted a study to understand the relationship between spiritual intelligence and life satisfaction in two groups, married and unmarried females in the city of Esfahan, Iran. According to the results, there were significant differences in the rate of satisfaction with life between married and unmarried females. With due attention to the means of both groups, it observed that married females had meaningfully more life satisfaction compared with unmarried females.

Ravikumar & Dhamodharan (2014) examined the relationship among spiritual intelligence, organizational commitment and job satisfaction of employees in banking sector. The sample size 320 bank personnel were taken and the study used convenience sampling for this research. Questionnaire was distributed in person as well as through email across India to obtain data from bank personnel. The conclusion depicted that spiritual intelligence significantly and positively impacts job satisfaction and organizational commitment.

Kalyanasundaram (2014) conducted the study to check if Spiritual Quotient (SQ) and Gender have any influence on human performance. The experiment was conducted with students and hence it may not be possible to generalize in the industrial scenario. The experiment focuses on administrative work rather than physical work and hence the researcher has concluded that the spirituality connects well with the mind.

Mishra & Vashisht (2014) reviewed the literature which showed that, spiritual intelligence can improve with training. Adolescence is an important period for spiritual intelligence training and gratitude as a subscale in SQ has ability to increase that fortunately, many individuals have described specific exercises to promote gratitude.

Florin (2014) aimed to investigate spiritual intelligence from the point of view of its measurement possibilities in correlation with different personality variables. The quantitative-type research was conducted by means of a sample of 200 students from different faculties in Brasov, aged 18-45. The of the scale are: Self-awareness, Spontaneity, to live according to profound values and principles, Holism, Compassion, Diversity celebration, Independent spirit, Humbleness, etc. The researcher concluded with newly arrived concept of spiritual

intelligence in the general landscape of psychology and in the field of intelligences study.

Sinha (2013) examined the impact of spiritual intelligence on quality of life among the executives serving in government organizations. For this purpose, a sample comprising 303 executives was selected with adequate representation at junior, middle and senior levels. There were three findings on the basis of: Spiritual Intelligence & Age, Gender comparison and Spiritual Intelligence & Quality of Life. The recommendations made by the researcher to improve Spiritual Intelligence are: Meditation, Prayers, Observance of Qualities, etc. The author concluded by saying that, we are spiritual beings going through human experience, are obliged to develop our spiritual intelligence (SQ), living the highest quality of life (QoL).

Mohsen (2013) aimed at determining the empirical relationships between nurses' spiritual intelligence and job engagement. The researcher concluded, due to stress caused by night duty and dealing with different types of diseases, which might hamper using benefit of spiritual intelligence, flexible hours which gives them the freedom to choose the hours and formal training programs in the form of seminars.

Amine & Abedi (2012) conducted a research to study the relationship between spiritual intelligence and quality of life of the students. The research is a correlation research which includes 300 male participants studying in public guidance school of Tehran. The researcher concluded that on one hand studying the dimensions of spiritual intelligence together with considering its impact on the level of quality of life of adolescence emphasizes the educational and job future and on the other hand it clarifies the recognition and consideration of the dimensions which increase the level of quality of life.

**OBJECTIVES OF THE STUDY**

- (a) To measure the level of Spiritual Intelligence and Quality of Life among the employees of Kantar IMRB and McCann Erickson.
- (b) To identify the impact of Spiritual Intelligence on Quality of Life among the employees of Kantar IMRB and McCann Erickson.
- (c) To identify the difference between Kantar IMRB & McCann Erickson with respect to Spiritual Intelligence.
- (d) To identify the difference between Kantar IMRB & McCann Erickson with respect to Quality of Life.

**SCOPE OF THE STUDY**

The study is conducted in order to measure spiritual intelligence and its impact on quality of life. It includes employees of Kantar IMRB & McCann Erickson. The outcome from this study will give the information about the level of spiritual intelligence of employees of Kantar IMRB & McCann Erickson. By increasing the overall level of spiritual intelligence, the effect will be two fold; employees will have an improved quality of life and as a

result their performance will be better. Primary data was collected through questionnaire.

**RESEARCH METHODOLOGY**

- (a) Primary Data: The primary data was collected with the help of two standardized questionnaires for measuring spiritual intelligence and quality of life consisting of 23 and 12 statements respectively on a five point Likert scale in which 1 denotes strongly disagree and 5 denotes strongly agree. The sampling technique used for research was convenience sampling.
- (b) Secondary Data: Secondary data was collected from textbooks, journal, articles, studies that have been carried out in this area before and Internet.
- (c) Techniques used to Analyze Data: The statistical tool used was Correlation, Simple Linear Regression and Independent Sample T Test. SPSS software was used for the analysis of data.

**HYPOTHESES**

The following hypotheses were formulated to achieve the research objectives:

- H<sub>1</sub>**: There is a significant impact of Spiritual Intelligence on Quality of Life among the employees of Kantar IMRB and McCann Erickson.
- H<sub>2</sub>**: There is significant difference between Kantar IMRB and McCann Erickson with respect to Spiritual Intelligence.
- H<sub>3</sub>**: There is significant difference between Kantar IMRB and McCann Erickson with respect to Quality of Life.

**DATA ANALYSIS AND INTERPRETATION**

**Table 1: Demographic Profile of the Respondents**

<b>On the basis of Company</b>	
Kantar IMRB	50%
McCann Erickson	50%
<b>On the basis of Gender</b>	
Male	53%
Female	47%
<b>On the basis of Age</b>	
21 – 30	59%
31 – 40	28%
Above 50	13%

Table 1 depicts the demographic profile of the respondents on the basis of Company, Gender and Age. Equal respondents were taken from both the companies. 53% of the respondents are males and 59% of respondents are between 21 – 30 years.

**Reliability Analysis**

For assessing the reliability of the questionnaire, Cronbach’s Alpha was calculated to examine the stability of each factor

separately as shown in Table 2. Reliability coefficients of each factor were considered acceptable as their value was greater than 0.70. Values of Cronbach’s Alpha show that the questionnaires are reliable.

**Table 2: Reliability Statistics**

Items	Cronbach's Alpha	No. of Items
Spiritual Intelligence	0.72	23
Quality of Life	0.76	12

**Table 3: Regression Model Summary for Spiritual intelligence and Quality of Life**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimates
1	0.237	0.056	0.047	4.54641

**Table 4: Regression Coefficient for Spiritual intelligence and Quality of Life**

Model	Unstandardized Coefficients		Standardized Coefficients <sup>a</sup>	t	Sig.
	B	Std. Error	Beta		
Quality of Life	25.76	5.810		4.43	0.000
Spiritual Intelligence	0.275	0.110	0.237	2.48	0.014

Adjusted R Square = 0.056

Std. Error of the Estimate = 4.54641

**Table No 5: Levene’s Test for Homogeneity of Variances and T-Test for Equality of Means under Spiritual Intelligence**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
SI	Equal Variances Assumed	0.027	0.87	3.03	104	0.003	2.28302	0.75195	0.7918	3.77417
	Equal Variances not Assumed			3.03	103.978	0.003	2.28302	0.75195	0.7918	3.77418

SI: Spiritual Intelligence

**Table 6: Levene’s Test for Homogeneity of Variances and T-Test for Equality of Means under Quality of Life**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
QOL	Equal Variances Assumed	0.06	0.79	-2.36	104	0.020	-2.09434	0.88557	-3.8504	-.33822
	Equal Variances not Assumed			-2.36	102.8	0.020	-2.09434	0.88557	-3.8507	-.33798

QOL: Quality of Life

## Impact of Spiritual intelligence on Quality of Life

For establishing relationship between Spiritual Intelligence and Quality of Life, regression analysis was used. The results in Table 3 revealed that the r value i.e. 0.237 which denotes weak positive correlation between Spiritual Intelligence and Quality of Life. Table 3 also shows that the value of R<sup>2</sup> is .056. This indicates that only 56% variation in Quality of Life is being explained by the selected independent variable and 44% remains unexplained.

Table 4 indicates the Sig. value (0.000) is less than the standard value (0.05), so there is a significant impact of Spiritual intelligence on Quality of Life. The regression equation thus developed from Table 4 is:

Quality of Life = 25.76 + 0.275 (Spiritual Intelligence).

### Difference in level of Spiritual Intelligence with respect to employees of Kantar IMRB and McCann Erickson

To test whether there was any significant difference in the level of Spiritual Intelligence based on employees of Kantar IMRB and McCann Erickson, t test was used. Table 5 shows the p values of .003 and .003 are less than the significance level of .05. Hence, H<sub>2</sub> is accepted, therefore we conclude that there is a significant difference in level of Spiritual Intelligence based on employees of Kantar IMRB and McCann Erickson.

### Difference in level of Quality of Life with respect to employees of Kantar IMRB and McCann Erickson

To test whether there was any significant difference in the level of Quality of Life based on employees of Kantar IMRB and McCann Erickson, t test was used. Table 6 shows the p values of .02 and .02 are less than the significance level of .05. Hence, H<sub>2</sub> is accepted, therefore we conclude that there is a significant difference in level of Quality of Life based on employees of Kantar IMRB and McCann Erickson.

## FINDINGS AND SUGGESTIONS

From the above study it was brought to the notice that Spiritual intelligence impacts Quality of Life. So by this, it is imperative that we live a fulfilling and satisfying life by enhancing SQ because that is the underpinning factor. Hence researcher would recommend the organizations to take steps to improve the Spiritual intelligence level of their employees involving employees in Meditation, Prayers, Observance of Spiritual Values / Qualities etc.

## MANAGERIAL IMPLICATIONS

The study concluded that spiritual intelligence impacts quality of life. The outcome from this study gives information about the level of spiritual intelligence of employees of Kantar IMRB & McCann Erickson. The managers should increase the overall level of spiritual intelligence, the effect will be two fold; employees will have an improved quality of life and as a result their performance will be better. Some of the ways to improve

spiritual intelligence are: meditation, prayers, Observance of spiritual values etc.

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